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A good time to buy magazine properties? ...page 67

Folio:

OCTOBER 1, 1992 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.50

HOME ALONE

Single-title publishers are the bedrock of the industry, but many experts fear that this group is a dying breed. Not so. There's a teeming polyglot still alive and kicking. Two authorities, one from the trade magazine side and the other representing the consumer magazine viewpoint, share strategies that will help ensure the survival of those who practice the art and craft of single-title publishing. 44

1992 AD SALES SALARY SURVEY

The surprise in this year's ad sales salary survey is that despite an economy whose recovery seems stalled, compensation increases were still significant. Learn how you compare with your peers in terms of base salary and total compensation, broken down by age, years in the business, sex, location and more. 51

WEIDER PUBLICATIONS FLEXES ITS MUSCLES

"We refused to participate in the recession," says Michael Carr (*left*), CEO and president of Weider Publications. For David Obey (*right*), vp and director of consumer marketing, double-digit percentage gains in ad pages last year and through the first nine months of 1992 are impressive evidence of the truth of that statement. 37

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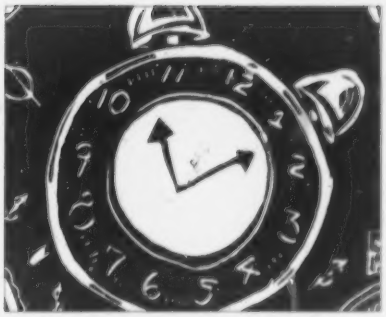
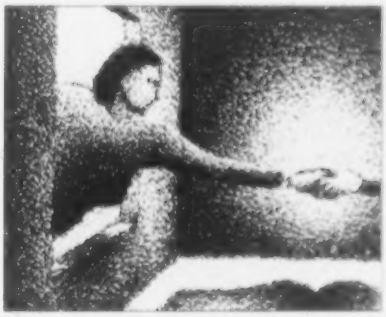


Making up for lost time–in a hurry **59**

Need help in production? The author lets you profit by his years of experience in getting magazines out the door—on time.



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You can't succeed in ad sales if the "buzz" on you is bad. Becoming an "insider" is no accident. Here's how.

Time to buy? **67**

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Editors increase output with online research tools

By Lambeth Hochwald

It used to be that magazines paid editors to visit libraries or pore over encyclopedias in the time-consuming task of researching stories. Now, that image connotes days gone by, when editors wore green eyeshades and pecked away at typewriters.

Increasingly, research editors are accessing online information via their PCs to fact-check copy or explore story ideas because they know they can get cutting-edge information into their pages quickly. And while this "electronic research" can be an expensive way to beef up editorial content, it may also be the most effective means to make sure articles are timely in today's crowded news and information market.

With this realization has come increased use of such online services as Nexis, Dow Jones News Retrieval, Dialog and NewsNet, all of which are marketed as tools for journalists.

For Peter Salber, *Newsweek's* library director, filling in fact-checking gaps with Nexis is far more efficient than the "old-fashioned, plodding" techniques used in 1971, when he joined the staff.

"In the seventies, one of our reporters wrote about a Lebanese dish," Salber says. "We spent hours checking travel guides, dictionaries, cookbooks and our own story files to verify its spelling. We ended up calling a Lebanese restaurant in Brooklyn. Today, we would get on Nexis and double-check it."

(CONTINUED ON NEXT PAGE)

Lining up for online research
Growth in subscribers, 1985-1991

		1985	1991
Dow Jones & Co.	DJ News/Retrieval	235,000	350,000*
Mead Data Central	[illegible]	[illegible]	[illegible]
Dialog (Knight-Ridder Inc.)	Dialog/Vu/Text	70,000	140,000
NewsNet (Independent Publications Inc.)	NewsNet	[illegible]	19,000*

*Estimate
Source: SIMBA Information, Wilton, Connecticut 1992

Subscribers to online research sources have grown dramatically in six years.

Execs clash on reader survey methods

By Lisa E. Phillips

Syndicated research can be critical—even the deciding factor—in convincing ad agencies of the size and merit of a magazine's audience. But as a recent symposium sponsored by the Magazine Publishers of America demonstrated, researchers have yet to settle key screening issues. Among them: whether readership results are affected by the initial screening (determining whether a survey participant has read a given magazine within a designated period), and what can be done to standardize the process so that final results aren't as dependent on the interview methods used by research companies. The only thing agreed upon at the symposium was that more research was necessary.

One addendum to the main debate was that smaller magazines often gain readership when measured against larger titles with similar names.

The subject caused a furor among industry researchers and publishing and advertising executives, and sharply divided opinions among executives of Simmons Market Research Bureau, Mediamark Research Inc. and Nielsen Home*Scan. "It brings into question exactly what is readership?" says one magazine marketing executive. "If screening can affect readership as much as they suggest, how involved are those readers, if the screen is so subjective?"

> 'How involved are those readers, if the screen is so subjective?'

Adds Elliot Gluskin, research manager at *Ladies' Home Journal*, "The one thing the seminar proved is, if you put a bunch of researchers in a room and ask them a question, you'll get as many answers as there are people in the room."

The clamor was first raised by Dr. Valentine Appel, a veteran consumer psychologist and former executive vice president of SMRB, in February 1991 when he re-examined a 1980 Advertising Research Foundation study. "After controlling for circulation size and publishing interval, most of the variance in magazine audience size is determined by the screen-in levels," he concluded, re-

(CONTINUED ON PAGE 22)

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Editors access online services

(CONTINUED FROM PREVIOUS PAGE)

The growing reliance on obtaining information from secondary sources has spurred the expansion of online services—with sales exceeding $9.6 billion worldwide in 1991. Mainstream computer access, speedier modems and less prohibitive PC prices have also brought more databases into magazine offices in the past few years, according to Lorraine Sileo, editor of "IDP Report," a weekly newsletter covering electronic information services. "People are crunched for time," she says. "Legwork is harder to do when one person is doing the job of two."

> 'There's a huge amount of information at your fingertips.'

Nexis, a service used by many magazines, provides access to more than 750 full-text sources, says Jeff Crigler, a Nexis product director. Monthly subscription charges can reach $50, with additional connect charges plus search and print charges.

For business and financial information, Dow Jones News Retrieval is considered a leading source, with full-text entries from over 50 databases, including *The Wall Street Journal*, *Barron's* and *The Washington Post*. A standard subscription includes a one-time fee ($29.95). Pricing then depends on how much information is retrieved (users are charged 60 cents per "information unit," or one page of downloaded text).

For data on business, science and technology, editors can subscribe to Dialog Information Services, an online service acquired by Knight-Ridder Inc. in 1988. Subscribers pay an initial $45 and then are charged by the minute for access to more than 400 databases containing over 330 million records. "General news magazines use Dialog when they want to look more in detail at things like patents or biotechnology," says Rick DeTurck, director of marketing.

Finally, there's NewsNet, a service geared especially to trade magazines, with over 600 newsletters online—from aerospace and aviation to telecommunications—as well as wire services. NewsNet starter kits cost $79.95 and include two free hours online (hourly charges can reach $200) and no monthly fee for three months.

While most research editors conclude that for now, databases can't totally replace the phone for fact-checking, they say spot checks are still accomplished more satisfactorily online. "We can check something contentious or fill in missing information using our computer," says Andrea Lewis, research editor of *Mother Jones*. "There's a huge amount of information at your fingertips." ■

The Harvard Business Review eyes new publishing formula

The changes last summer at *The Harvard Business Review* are a lot more than the window-dressing of a venerable title with top names—in this case the appointment of T George Harris as editor and Laurance Allen as publisher. According to a source, the August meeting of Harvard University's board heard a motion to incorporate Harvard Business School Publishing as a separate entity.

The unit would remain a wholly-owned subsidiary of Harvard University, but it would be staffed by publishing professionals. Profits from the magazine, books, reports and video operations would go to the university. The unit has the potential to move into a highly profitable operation with annual revenues of $100 million. The proposal was expected to sail through at the university's September board meeting. The implications are enormous if other university presses emulate Harvard. "It could unshackle some of the great brand names in publishing today," says the source.—*Keith J. Kelly*

FOLIO:'S 1992 Ad Sales Salary Survey

It's been a tough year, but compensation increases still hit double digits.

By Jean Marie Angelo

"I'm working harder than ever and selling fewer pages," says one beleaguered advertising staffer. Most respondents to the ad sales compensation survey continue to lament an economy whose recovery is stalled.

Some are being squeezed from both sides. Not only have clients cut their budgets, leaving less to be spent on advertising, but some publishers have taken to trimming ad promotion budgets. "My greatest challenge has been making sure top management doesn't freak out, most often manifested by radical promotion reductions and halted expansion," comments an ad sales director on a monthly trade magazine.

It has also been tougher to get advertisers to make sustained commitments. "There are too many month-by-month orders," complains another advertising director on a monthly consumer magazine that brings in an estimated $12.5 million in ad revenue.

And the push to negotiate rates continues. Most respondents blame their competitors for fostering a "let's make a deal" mentality. Many respondents report a valiant effort to hold the line on rates, while striving to increase page volume.

For some the solution has been added-value programs that offer advertisers price reductions for volume buys, direct-mail support or other bonuses.

Top ad sales management also notes that the greatest worry this year was not over meeting page or revenue projections, but in tackling staff issues. Hiring the best salespeople, getting them trained and keeping them motivated is paramount to many directors. "With increased competition from other advertising options [broadcast and direct mail], it is key to get salespeople to think creatively."

Other respondents, however, have done well in 1992. One ad director, whose company launched two magazines this year, reports that risk-taking has paid off, but adds that "both magazines had to be profitable almost immediately. We are less willing to invest in the long-term before seeing profits."

Several report that their companies are leaning more on ancillary products to make up ad-page-revenue losses. Directories, newsletters, videos and other media are already under the purview of several respondents.

"It has been a struggle this year to garner and keep business," sums up one respondent. "We've faced rate-cutting by competitors, clients with smaller budgets—the list goes on and on. But things will turn around. I'll just keep working harder," says this determined ad manager.

Methodology

Four hundred fifty-one of the 1,267 ad sales professionals who received questionnaires responded to FOLIO:'s seventh annual Ad Sales Salary Survey, resulting in an overall response rate of 35.6 percent. Four hundred nine responses contained sufficient information to be used for tabulation. The survey was conducted through two mailing efforts in May of this year. Participants were asked to supply data reflecting 1992 earnings; if exact figures were unavailable, they were asked to give estimates.

In some cases, respondents did not give an exact bonus figure, but gave an expected range instead. In these cases the mean was used for tabulation.

The sample was evenly divided among the four professional categories surveyed. In each professional category the sample was also evenly divided between trade and consumer magazines. Overall, two-thirds of the ad director, ad manager and salesperson sub-sample groups were made up of professionals who work on magazines whose circulations are lower than 100,000. The remaining one-third work on magazines with circulations larger than 100,000. In the ad branch/regional/category manager group, no circulation split was made.

Ad sales director: Total compensation

Advertising sales director (in some cases may have the title of publisher): top ad sales executive; manages ad sales department; sets policies and procedures; is responsible for reaching goals and quotas; hires and trains personnel.

Responsibility is rewarded. The ad directors who supervise more than 10 employees earn almost twice as much as those who have no staffers reporting to them. The majority of the directors surveyed have staffs of two to five employees.

Average total compensation†

(The number of respondents is in parentheses.)

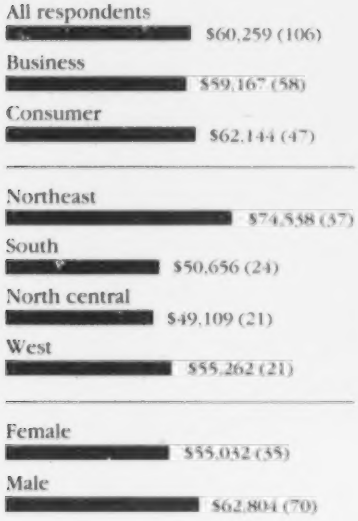
		% increase from '91 to '92
All respondents	$ 90,208 (89)	15.2%
Business	$ 91,434 (49)	16.4
Consumer	$ 88,705 (40)	13.8
Top one-third	$137,310 (29)	
Middle one-third	$ 85,127 (30)	
Bottom one-third	$ 49,756 (30)	

	Average total compensation	Business total compensation	Consumer total compensation
By region:			
Northeast	$111,305 (33)	$114,656 (16)	$108,147 (17)
South	85,024 (21)	82,321 (14)	90,429 (7)
North central	71,984 (14)	76,078 (10)	61,750 (4)
West	73,826 (19)	81,389 (9)	67,020 (10)
By sex:			
Male	$ 94,538 (60)	$101,237 (35)	$ 85,160 (25)
Female	80,756 (28)	66,927 (14)	94,586 (14)
By age:			
Up to 29	$ 66,650 (10)	$ 51,625 (4)	$ 76,667 (6)
30-39	96,744 (41)	101,740 (20)	91,986 (21)
40 or older	89,355 (38)	89,559 (25)	88,962 (13)
By years in ad sales:			
Up to 3	$ 68,407 (14)	$ 69,500 (9)	$ 66,440 (5)
4-10	90,988 (36)	98,373 (19)	82,735 (17)
More than 10	97,768 (38)	94,557 (21)	101,735 (17)
By employees supervised:			
None one	$ 67,855 (9)	$ 74,825 (4)	$ 62,240 (5)
2-5	77,438 (32)	84,500 (17)	69,453 (15)
6-10	88,936 (28)	92,353 (19)	81,722 (9)
More than 10	122,210 (18)	117,475 (8)	126,000 (10)
By ad revenue:*			
Up to $999,999	$ 69,853 (24)	$ 65,908 (13)	$ 74,473 (11)
$1 million - $2,999,999	71,229 (24)	78,000 (12)	64,458 (12)
$3 million - $7,999,999	106,428 (21)	98,391 (14)	122,500 (7)
$8 million or more	132,846 (13)	153,571 (7)	108,667 (6)
By ad pages:*			
Up to 499	$ 70,665 (38)	$ 67,170 (21)	$ 74,982 (17)
500-999	99,668 (25)	98,267 (12)	100,962 (13)
1,000 or more	116,075 (20)	122,625 (12)	106,250 (8)
By frequency:*			
Weekly	$ 89,231 (16)	$102,791 (11)	$ 59,400 (5)
Biweekly twice monthly	98,604 (51)	92,099 (28)	106,522 (23)
Monthly	70,300 (20)	77,080 (10)	63,520 (10)
By circulation:*			
Up to 19,999	$ 67,100 (12)	$ 69,800 (10)	$ 53,600 (2)
20,000-49,999	71,783 (25)	72,313 (16)	70,571 (7)
50,000-99,999	116,583 (12)	127,667 (9)	83,333 (3)
100,000-499,999	93,481 (26)	109,700 (10)	83,344 (16)
500,000 or more	119,440 (12)	84,390 (2)	126,450 (10)

†Salary plus bonus/commission; excludes people receiving salary only.
*Refers to the largest revenue-producing magazine on which respondent works.

Ad sales director

Average base salaries:



Branch/regional/category manager: Total compensation

Branch regional category manager: responsible for selling ad pages to accounts from specific categories (liquor, tobacco, cosmetics, etc.), or to accounts in specific regions. May supervise some staff.

Experience counts. Branch, regional or category managers with more than 10 years of experience get salaries twice that of peers with three years or less on the job.

Average total compensation†

(The number of respondents is in parentheses.)

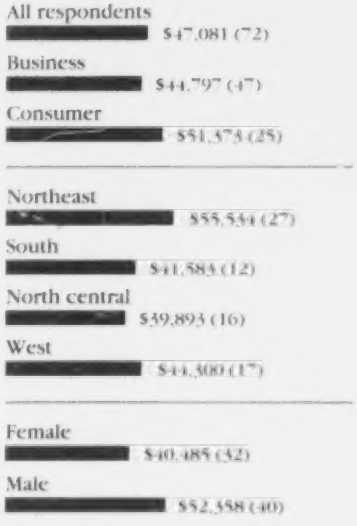
		% increase from '91 to '92
All respondents	$71,042 (69)	20.7%
Business	$69,895 (46)	26.2
Consumer	$73,336 (23)	11.4
Top one-third	$108,722 (23)	
Middle one-third	$64,674 (23)	
Bottom one-third	$39,731 (23)	

	Average total compensation	Business total compensation	Consumer total compensation
By region:			
Northeast	$82,049 (27)	$92,471 (14)	$70,825 (13)
South	56,482 (11)	58,663 (8)	50,667 (3)
North central	58,699 (16)	58,699 (16)	0 (0)
West	75,073 (15)	64,013 (8)	87,714 (7)
By sex:			
Male	$79,287 (38)	$82,058 (24)	$71,536 (14)
Female	60,936 (31)	56,626 (22)	71,470 (9)
By age:			
Up to 29	$44,184 (11)	$40,475 (8)	$54,077 (3)
30-39	65,515 (40)	66,918 (27)	62,692 (13)
40 or older	99,672 (18)	98,600 (11)	101,357 (7)
By years in ad sales:			
Up to 3	$43,872 (15)	$42,544 (13)	$52,500 (2)
4-10	67,231 (33)	68,942 (19)	64,909 (14)
More than 10	96,438 (21)	96,586 (14)	96,143 (7)
By employees supervised:			
None	$72,985 (35)	$72,637 (29)	$74,667 (6)
One to 5	72,485 (13)	74,383 (6)	70,857 (7)
By ad revenue:*			
Up to $999,999	$50,221 (11)	$41,587 (8)	$73,214 (3)
$1 million - $2,999,999	56,469 (13)	57,060 (10)	54,500 (3)
$3 million - $7,999,999	86,318 (22)	87,417 (18)	81,375 (4)
$8 million or more	80,818 (11)	88,500 (4)	76,429 (7)
By ad pages:*			
Up to 499	$62,267 (20)	$59,282 (11)	$65,915 (9)
500-999	60,016 (17)	55,815 (12)	70,100 (5)
1,000 or more	93,412 (17)	101,818 (11)	78,000 (6)
By frequency:*			
Weekly	$72,662 (8)	$72,662 (8)	$ 0 (0)
Biweekly twice monthly	72,500 (46)	67,812 (33)	83,692 (13)
Monthly	63,449 (13)	69,025 (4)	60,970 (9)
By circulation:*			
Up to 19,999	$36,793 (3)	$36,793 (3)	$ 0 (0)
20,000-49,999	56,700 (13)	56,700 (13)	0 (0)
50,000-99,999	76,347 (19)	78,478 (18)	38,000 (1)
100,000-499,999	63,879 (18)	66,514 (7)	62,203 (11)
500,000 or more	89,500 (13)	85,000 (3)	91,450 (10)

†Salary plus bonus/commission; excludes people receiving salary only.
*Refers to the largest revenue-producing magazine on which respondent works.

Branch/regional/category manager

Average base salaries:



Ad sales manager: Total compensation

Ad sales manager: generally the second level of management in ad sales department; reports to director or publisher; has management but not policy responsibility for personnel within the department.

The Northeast is still the place to be to make big money. The ad sales managers in the Northeast take home more than $100,000 in total compensation. Ad managers in the western states are in second place with total earnings of $67,714.

Average total compensation†

(The number of respondents is in parentheses.)

		% increase from '91 to '92
All respondents	$ 76,735 (78)	17.9%
Business	$ 78,090 (37)	20.7
Consumer	$ 78,051 (39)	16.4
Top one-third	$121,462 (26)	
Middle one-third	$ 70,304 (26)	
Bottom one-third	$ 38,440 (26)	

	Average total compensation	Business total compensation	Consumer total compensation
By region:			
Northeast	$106,212 (26)	$105,308 (13)	$112,958 (12)
South	51,413 (15)	44,783 (6)	60,938 (8)
North central	58,958 (13)	66,556 (8)	46,800 (5)
West	67,714 (22)	70,744 (9)	65,615 (13)
By sex:			
Male	$ 82,643 (40)	$ 86,089 (19)	$ 81,650 (20)
Female	70,612 (37)	69,803 (17)	74,263 (19)
By age:			
Up to 29	$ 45,204 (12)	$ 46,990 (5)	$ 43,929 (7)
30-39	83,349 (45)	78,900 (23)	88,000 (22)
40 or older	80,581 (21)	93,300 (9)	80,050 (10)
By years in ad sales:			
Up to 5	$ 43,466 (16)	$ 50,994 (8)	$ 38,929 (7)
6-10	79,411 (37)	80,247 (19)	80,971 (17)
More than 10	93,074 (23)	95,670 (10)	91,077 (13)
By employees supervised:			
None one	$ 54,037 (26)	$ 62,842 (14)	$ 48,727 (11)
2-5	82,182 (33)	85,091 (16)	79,441 (17)
6-10	107,171 (14)	92,566 (6)	118,125 (8)
By ad revenue:*			
Up to $999,999	$ 53,668 (28)	$ 52,525 (8)	$ 57,250 (18)
$1 million - $2,999,999	77,902 (21)	71,458 (13)	83,500 (8)
$3 million - $7,999,999	79,746 (13)	76,855 (9)	86,250 (4)
$8 million or more	120,650 (10)	115,250 (4)	124,250 (6)
By ad pages:*			
Up to 499	$ 54,655 (27)	$ 66,638 (12)	$ 47,962 (15)
500-999	87,591 (22)	78,200 (10)	95,417 (12)
1,000 or more	109,111 (18)	108,722 (9)	109,500 (9)
By frequency:*			
Weekly	$ 90,654 (11)	$ 89,742 (7)	$ 92,250 (4)
Biweekly twice monthly	81,841 (40)	80,793 (21)	86,778 (18)
Monthly	62,000 (26)	62,722 (9)	63,156 (16)
By circulation:*			
Up to 19,999	$ 56,620 (10)	$ 67,457 (7)	$ 39,500 (2)
20,000-49,999	58,497 (16)	60,095 (10)	55,833 (6)
50,000-99,999	82,158 (19)	99,278 (9)	70,056 (9)
100,000-499,999	75,176 (21)	70,300 (9)	78,833 (12)
500,000 or more	111,958 (12)	145,000 (2)	105,350 (10)

†Salary plus bonus/commission; excludes people receiving salary only.
*Refers to the largest revenue-producing magazine on which respondent works.

Ad sales manager

Average base salaries:

All respondents
$44,555 (94)

Business
$42,089 (45)

Consumer
$48,165 (47)

Northeast
$61,452 (28)

South
$30,647 (19)

North central
$38,321 (21)

West
$39,644 (24)

Female
$39,532 (48)

Male
$49,636 (45)

Ad salesperson: Total compensation

Advertising salesperson (may be called account executive): calls on clients and agencies; makes presentations; maintains current accounts; develops new accounts.

Although total compensation for ad salespeople on consumer titles is up 17.5 percent in 1992, this group earns 20 percent less than those on business magazines.

Average total compensation†

(The number of respondents is in parentheses.)

		% increase from '91 to '92
All respondents	$51,868 (128)	9.5%
Business	$55,563 (80)	5.9
Consumer	$44,522 (46)	17.5
Top one-third	$82,182 (42)	
Middle one-third	$46,256 (43)	
Bottom one-third	$27,870 (43)	

	Average total compensation	Business total compensation	Consumer total compensation
By region:			
Northeast	$59,714 (39)	$59,361 (27)	$60,508 (12)
South	44,756 (25)	47,650 (16)	39,611 (9)
North central	45,205 (38)	52,408 (24)	32,857 (14)
West	55,340 (25)	61,008 (12)	45,945 (11)
By sex:			
Male	$54,976 (65)	$59,094 (47)	$44,225 (18)
Female	48,660 (63)	50,535 (33)	44,712 (28)
By age:			
Up to 29	$42,617 (49)	$41,248 (31)	$41,621 (17)
30-39	56,360 (55)	66,768 (31)	42,869 (23)
40 or older	61,479 (23)	62,326 (17)	59,076 (6)
By years in ad sales:			
Up to 3	$42,005 (49)	$44,697 (30)	$34,186 (18)
4-10	53,773 (58)	58,138 (34)	47,745 (23)
More than 10	72,261 (19)	74,175 (14)	66,900 (5)
By employees supervised:			
None	$49,295 (101)	$51,521 (62)	$44,284 (37)
One to 5	52,088 (8)	60,500 (2)	49,283 (6)
By ad revenue:*			
Up to $999,999	$39,481 (27)	$41,363 (16)	$36,745 (11)
$1 million - $2,999,999	49,007 (33)	52,867 (23)	40,129 (10)
$3 million - $7,999,999	57,647 (33)	59,427 (26)	51,036 (7)
$8 million or more	77,155 (11)	88,175 (4)	65,667 (6)
By ad pages:*			
Up to 499	$45,473 (32)	$45,898 (23)	$44,389 (9)
500-999	55,543 (35)	59,456 (27)	42,338 (8)
1,000 or more	57,758 (35)	65,150 (18)	46,678 (16)
By frequency:*			
Weekly	$42,492 (26)	$51,841 (17)	$24,833 (9)
Biweekly twice monthly	53,859 (84)	56,022 (53)	48,133 (30)
Monthly	58,038 (16)	61,900 (9)	53,071 (7)
By circulation:*			
Up to 19,999	$43,773 (15)	$45,685 (13)	$41,350 (2)
20,000-49,999	41,261 (29)	44,533 (24)	25,551 (5)
50,000-99,999	52,191 (34)	61,808 (20)	38,454 (14)
100,000-499,999	63,896 (27)	69,105 (19)	51,524 (8)
500,000 or more	56,195 (19)	73,900 (5)	49,600 (15)

†Salary plus bonus/commission; excludes people receiving salary only.
*Refers to the largest revenue-producing magazine on which respondent works.

Ad salesperson

Average base salaries:

All respondents $32,252 (127)
Business $34,122 (78)
Consumer $29,477 (47)

Northeast $37,894 (40)
South $25,796 (23)
North central $30,892 (38)
West $30,520 (25)

Female $30,795 (61)
Male $33,598 (66)